

by the numbers

#004 | 28th Jul 2025

photo: **Folk Bitch Trio**, who were all over the best Australian playlists this week, as well as multiple global lists

new music data brought to you by

The
Underground
Stage

Must-Follows This Week

 from Australia

Emerging (<10k)

Established

3%

DON WEST

Lotte Gallagher

Folk Bitch Trio

sleepazoid

Tame Impala

Velvet Trip

The Rions

Yung Maynie

 from around the world

Emerging (<100k)

Established

Adrien Nunez

Alex Warren

Bay Swag

Drake

Chrystal

Lola Young

C.Y.M.

Sam Smith

jigitz

sombr

Lance Savali

Tame Impala

Max Dean

Tyla

Morgan Seatree

Tyler, The Creator

Mustard Service

Rossi.

Say She She

20 Jul 2025 - 26 Jul 2025

Tracks

1,195

↑ 13%

Artists

986

↑ 8%

vs last week

Playlists Updated

40

↑ 4

Artist (click to show playlists on right)

P3 Score

Followers

Adds

Lotte Gallagher	30%	4.8K	14
Folk Bitch Trio	28%	28.9K	13
sleepazoid	28%	1.4K	12
Tame Impala	23%	9M	9
DON WEST	23%	94.9K	10
The Rions	23%	42.1K	11
Velvet Trip	23%	5.8K	9
3%	23%	4.8K	9
Baker Boy	20%	72.7K	8
The Vanns	20%	36.4K	11
Dylan Atlantis	20%	3.4K	9
The Kid LAROI	18%	6.4M	8
Royel Otis	18%	480.1K	10
Darcie Haven	18%	8.5K	7
Holly Hebe	18%	4.6K	7
Garage Sale	18%	4.4K	7
Chloe Parché	18%	4.2K	7
Dead Mall	18%	568	8

P3 Score: "Percentage of Possible Playlists", the percentage of tracked playlists which updated in the period & that the artist has appeared on

Artists who got the most adds on the most credible Australian new music playlists this week



Takeaways

1

It was a notably busy week on the playlists, with over 1,200 different tracks added from nearly a thousand acts (that's a lot). 40 of the playlists I track updated, which makes this a notably active week.

2

In such a crowded week, Lotte Gallagher did particularly well to end up the most-added artist across the lists. A consistent favourite with playlisters, to get over a dozen adds amid such wide choice is an impressive display of support.

3

It's little surprise to see the legendary Tame Impala high up the list, and DON WEST's rapid growth has made him a playlist favourite too. Folk Bitch Trio's rise also continues, taking out the silver spot this week.

4

I'd always expect to see The Rions and 3% perform strongly, and they don't disappoint this week, while Velvet Trip continue to cement their broad critical support. All three shared the bronze medal this week.

5

Sleepazoid though are the undisputed story of the week, appearing in the silver spot, a remarkable achievement for a new band. It's a safe bet you're going to hear a lot more from this artist - both in this week's numbers, and in general across the months to come.

20 Jul 2025 - 26 Jul 2025

Artists

52

Top Playlists

4

Artist (click to show playlists on right)

P3 Score	# Followers	# Adds	
Lotte Gallagher	50%	4.8K	3
Yung Maynie	50%	3.1K	2
sleepazoid	50%	1.4K	2
Soft Bait	50%	1.1K	3
Keyawna Nikole	25%	9.8K	1
Radium Dolls	25%	9.7K	1
Ben Gerrans	25%	8.6K	1
Georgia Lines	25%	8.4K	1
ZJ Chrome	25%	7.9K	1
TTSSFU	25%	7.5K	1
The Bends	25%	7.4K	1
Juicy Romance	25%	7.1K	1
Bee Bee Sea	25%	6.7K	1
Sex Mask	25%	6.7K	1
Smut	25%	6.5K	1
Boko Yout	25%	6.5K	1
Besphrenz	25%	6.4K	1
DUUNES	25%	6.3K	1

P3 Score: "Percentage of Possible Playlists", the percentage of tracked playlists which updated in the period & that the artist has appeared on

Emerging artists (<10k followers) who appeared on the biggest Australian playlists (>200k followers)



Takeaways

1

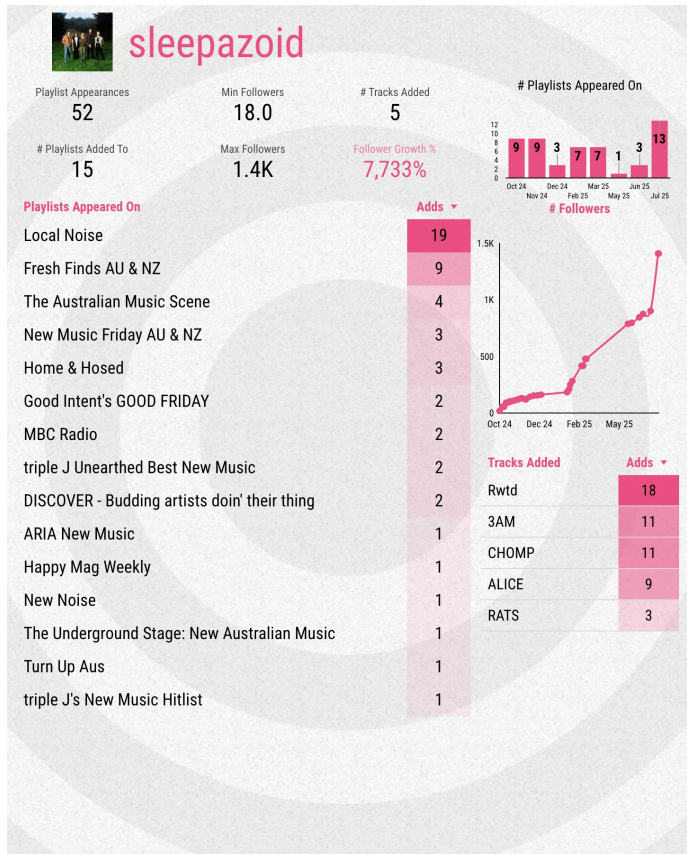
Lotte Gallagher and sleepazoid (told you there'd be more on them), both took out spots on two of the largest playlists in Australia this week, New Noise and New Music Friday AU & NZ (both carrying >400k followers).

2

Yung Maynie and Soft Bait (NZ) also both reappeared on these major lists, both getting NMF AU & NZ adds, as well a spot on A1 (506k) and New Noise respectively.

3

For reference here, there have only been about a dozen emerging artists who've made it onto more than one of the biggest Australian new music playlists over the last month. Getting that kind of support is rare, so it's always worth keeping an eye on the artists that do manage it.



Highlighting one emerging Aussie act who's both growing followers and receiving playlist support



Takeaways

1

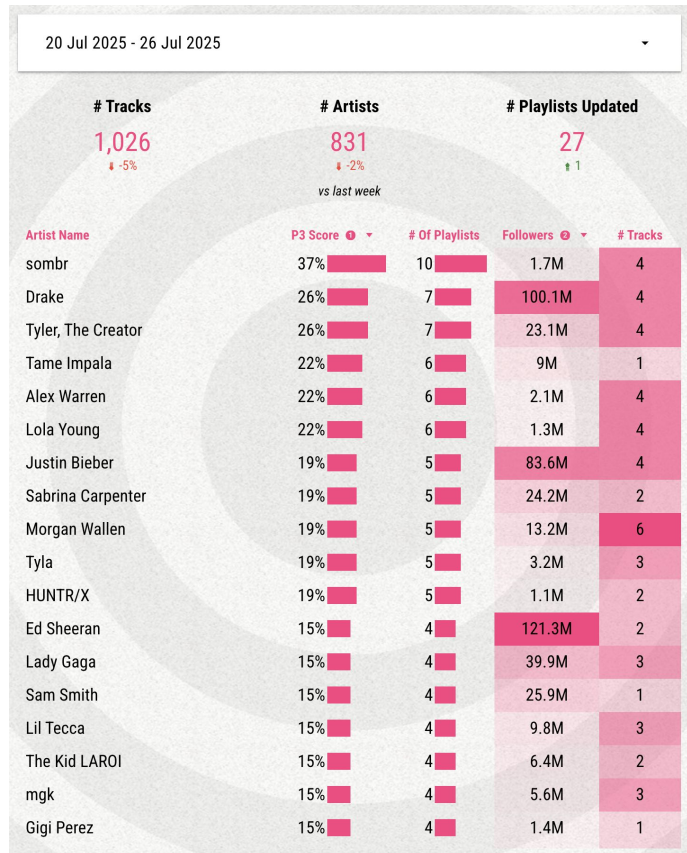
Blowing out of the gates with their debut only back in October of last year, we've had a fast run of four singles and an EP in less than nine months from sleepazoid, with every single track being added to a huge list of editorial playlists. These include three of the biggest five lists in Australia, New Music Friday AU & NZ, New Noise, and triple J's New Music Hitlist (all >300k followers).

2

Yes, it's early days, but the audience pickup has been startling in its rapidity. In the absence of a pre-existing TikTok following, or another similar hook, for a new Australian artist to break a thousand Spotify followers in nine months is rare.

3

These data also just look at Australian playlists. Elsewhere this week, we'll also see sleepazoid gaining spots this week on two of the very biggest new music playlists in the world. Among the artists I've seen growing this fast and being supported this strongly and this early were bands like Radio Free Alice or Royel Otis, so consider yourselves warned - watch this lot like hawks.



P3 Score: "Percentage of Possible Playlists", the percentage of tracked playlists which updated in the period & that the artist has appeared on

Artists who appeared the most across new music playlists with >1m followers globally



Takeaways

1

Sombr's second new release in five weeks ensures that their domination of the biggest new music playlists in the world continues apace. It's safe to say you won't be deprived of sombr across these lists for a good while yet.

2

Drake and Tyler, The Creator both claimed the silver spot this week across the mega-lists, with both acts also getting spots for their new releases on the very largest list, Today's Top Hits (35m followers).

3

Tame Impala shared the bronze this week, with both Alex Warren (who's been having a fabulous run on the playlists this month), and Lola Young, who has similarly been keeping pace with some more established names recently.

20 Jul 2025 - 26 Jul 2025

Tracks

261

↑ 8%

Artists

251

↑ 11%

vs last week

Playlists Updated

21

↓ -3

Artist Name	P3 Score	# Of Playlists	Followers	# Tracks
PLUTO	10%	2	96.5K	2
Mustard Service	10%	2	84.7K	1
BunnaB	10%	2	78.7K	3
Say She She	10%	2	75.8K	1
Chrystal	10%	2	66.8K	1
Jim Legxacy	10%	2	63.6K	2
Adrien Nunez	10%	2	45K	2
jigitz	10%	2	37.7K	1
Rossi.	10%	2	35.6K	1
Bay Swag	10%	2	35.1K	2
Max Dean	10%	2	34.8K	1
Folk Bitch Trio	10%	2	29.6K	1
Morgan Seatree	10%	2	25.3K	1
Lance Savali	10%	2	15.7K	1
Buckingham Nicks	10%	2	7.4K	1
sleepazoid	10%	2	1.5K	1
C.Y.M.	10%	2	1.4K	1
SNOW	5%	1	99.3K	1

P3 Score: "Percentage of Possible Playlists", the percentage of tracked playlists which updated in the period & that the artist has appeared on

Emerging artists (<100k followers) who appeared on new music playlists with >1m followers globally



Takeaways

1

A lot of more emerging artists made their way onto multiple mega lists this week, with PLUTO, BunnaB, and Jim Legxacy all picked up repeat adds from last week.

2

Jigitz stood out this week for making it onto two of the very biggest lists, mint (5.7m) and NMF Global (4.4m). Adrien Nunez also did notably well to gain a spot on the huge Hot Country list (7.7m) as well as New Boots (1.3m)

3

Rossi., Max Dean, Morgan Seatree, and Lance Savali also made it onto mint (5.7m) as well as Hot Hits in either the UK (3.1m) or Australia (1.4m)

4

Mustard Service, Say She She, Bay Swag, and Folk Bitch Trio were also well-supported this week, all making it onto either MARROW or NMF Global, both of which carry more than 4m followers.

5

Finally, sleepazoid (again!) stuck out like crazy this week as a brand-new artist featuring on these *huge* lists. While C.Y.M. and Buckingham Nicks also appeared, both of the latter include already-established artists - by contrast, for sleepazoid (<2k followers) to make it onto MARROW (4.4m) and All New Indie (1.3m) is genuinely remarkable.

20 Jul 2025 - 26 Jul 2025				
	Artist Name	P3 Score	#Adds	Followers
1	Tyler, The Creator	90%	27	23.1M
2	Sam Smith	87%	26	25.9M
3	Tame Impala	80%	24	9M
3	Tyla	80%	24	3.2M
3	sombr	80%	24	1.7M
3	Lola Young	80%	24	1.3M
4	OneRepublic	77%	23	18.4M
5	Jennifer Lopez	70%	21	13.6M
5	Ayra Starr	70%	21	5.1M
5	Jamie xx	70%	21	932.7K
6	Martin Garrix	67%	20	15.2M
6	The Kid LAROI	67%	20	6.4M
6	Royel Otis	67%	20	481.2K
7	Mariah Carey	63%	19	11.6M
7	mgk	63%	19	5.6M
8	Jorja Smith	57%	17	3.6M
9	Daniel Caesar	53%	16	10M
9	Mac DeMarco	53%	16	7.7M
10	Drake	50%	15	100.1M
10	Chris Brown	50%	15	27.2M
10	JVKE	47%	14	5.5M
10	Kim Petras	50%	15	1.2M
10	Zoe Wees	47%	14	554.5K
10	Amaarae	50%	15	546.2K

P3 Score: "Percentage of Possible Playlists", the percentage of tracked playlists which updated in the period & that the artist has appeared on

Artists who appeared the most across all New Music Friday playlists globally



Takeaways

1

Tyler, The Creator dominated the New Music Friday playlists around the world this week, with tracks from their latest album appearing on 9 out of 10 of all NMFs around the world.

2

Sam Smith was only a hair behind, although he managed to land on almost as many playlists with just the one track, latest single 'To Be Free'.

3

Tame Impala, Tyla, and (unsurprisingly) sombr all shared the bronze spot along with Lola Young, again showing the sort of support that suggest there's plenty of headroom left for this artist.

4

Only four artists with less than 1m followers made it into the top ten this week, with Jamie xx, perhaps unsurprisingly, performing the strongest at #5. Royel Otis though continue their rise with strong backing around the world at #6, while Zoe Wees and Amaarae also kept pace with the bold-faced names of the industry.